

JUL 3 1963

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A New Director For United Fund

FEW CITIZENS will envy Neal A. Maxwell his new post as chairman of the 1963 Salt Lake Area United Fund. It is no small responsibility to raise nearly \$1 million in a community of this size to care for the needs of 33 agencies depending largely upon UF for maintenance.

United Fund is fortunate to obtain the services of such an outstanding civic leader and worker as Mr. Maxwell. He

has the qualifications of a successful campaign director plus valuable experience in numerous public service positions, including the Central Intelligence Agency legislative assistant to Sen. Wallace F. Bennett, dean of students and assistant to the president of the University of Utah, and two years of service on the Public Relations Committee of UF.

Mr. Maxwell faces a stiff challenge with the Salt Lake United Fund drive as it increases its tempo and its scope from year to year. The fund last year raised \$982,000 and probably will shoot for more than that under Mr. Maxwell's leadership.

Symbol for this year's drive is "Mr. Good Guy," representing the person who consistently gives his fair share to the fund. The theme chosen by Mr. Maxwell and his associates will be "Good Guys Give a Fair Share."

NEAL MAXWELL is one of those "good guys," not only as a giver of a fair share but as a giver of his time and talent for the benefit of others. We suggest all other "good guys" give him the support he will need in this vigorous and vital campaign.

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